

# ***NEWS RELEASE***

**STATE OF NEW HAMPSHIRE, DEPARTMENT OF TRANSPORTATION**

***Carol A. Murray, Commissioner***

**For Immediate Release**

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**STATE'S FIRST PERMANENT DRIVER FEEDBACK SPEED LIMIT  
SIGN TO BE INSTALLED ON HILLSBOROUGH BYPASS**

Motorists heading west on the Hillsborough Bypass (NH Route 9) will soon be getting instant feedback as to whether they are obeying the posted speed limit near the Antrim town line.

The New Hampshire Department of Transportation is scheduled to install the state's first permanent driver feedback speed limit sign on Wednesday, July 23, 2003 on NH Route 9 westbound near the intersections with West Main Street in Hillsborough and NH Route 31 (Second NH Turnpike).

The stand-alone sign is a standard speed limit 45 MPH sign with an electronic sign attached that will indicate the actual speed of approaching motorists via radar. The sign can also collect data, which will be used to determine its effectiveness.

NHDOT Traffic Bureau Administrator Bill Lambert believes the driver feedback speed limit sign will be more effective for the recently constructed and reconfigured stretch of highway than a conventional flashing beacon.

"This permanent instant feedback speed limit sign seems most appropriate for limited situations like Hillsborough where motorists need to make the adjustment from a limited access highway to a rural two lane highway," Lambert says. "We do not anticipate using these types of signs routinely for speed limit reductions."